

TEACH HUSTLE INSPIRE PRESENTS:

AN INTERACTIVE EDUCATOR-
ENTREPRENEURSHIP EXPERIENCE

BUILD ON THE SIDE

CONFERENCE BROCHURE



AN INTERACTIVE EDUCATOR-
ENTREPRENEURSHIP EXPERIENCE

BUILD ON THE SIDE



At Teach Hustle Inspire “Build on the Side” your focus will be on prosperity and profitability as an educator-entrepreneur! This is an interactive, two-day business building experience designed specifically for educators like you! The speakers have been hand-selected for this event because we have been where you are and know exactly what you are going through. These are experts in their field with proven results and guess what? They are here to teach you!

WHO IS THIS FOR?

Educators looking to build profitable businesses as...

- Entrepreneurs
- Speakers
- Consultants, Coaches or Tutors
- Education Influencers
- Course Creators
- Small Business Owners
- Anyone else interested in building a profitable business on the side, while still working full time



DAY 1

BUILD ON THE SIDE



SESSION 1

LANESHA TABB - BRANDING LIKE A BOSS

You have something to share that the world needs to hear. How you show up in the online space can make or break you! In this session, we will walk through three strategies that will help you establish yourself and find your audience.



SESSION 2

MONIQUE WATERS - INSTAGRAM 5IVE: 5 TIPS ON HOW TO USE INSTAGRAM TO EXPAND YOUR BUSINESS!

The pressure to create engaging and relevant social media content is on! There's always a new look, trend, or idea. Keeping up can be hard and staying ahead of the game is even harder. However, although it may be difficult it is very possible and can be extremely beneficial to your business. As I build my brand on Instagram, one thing I've learned is that it's not always about keeping up or staying ahead, it's about staying true to who you are. In this session, I will share how I've created a successful and growing brand and I will give you five helpful tips on how you can do it to!



SESSION 3

DR. SHELDON L. EAKINS - BUT WE ARE IN THE MIDDLE OF A PANDEMIC: TAKING A LEAP WHEN THE ODDS ARE STACKED AGAINST YOU

Considering starting a podcast? What are the benefits to starting a podcasts and the possibilities with monetizing your expertise? Take a journey with Dr. Sheldon L. Eakins as he discusses why you should consider starting a podcast in the midst of the Pandemic.



SESSION 4

ERIN WATERS - THE WORK-LIFE BALANCE: 2 TRUTHS + A LIE

We hear buzzword after buzzword about ways to save time and finally "balance it all." But what is *actually* the deal? In this session, Erin offers 2 truths and 1 lie about the great balancing act of work and life. After teaching and running a business through almost every season of life, Erin has learned what is absolutely necessary to sustain a balanced life - and what we can forget. But what's the lie? Join this session to find out!



DAY 1

BUILD ON THE SIDE



SESSION 5

JONATHAN MEDINA - TEACH ME THE MONEY: GET YOUR 1ST PAID SPEECH AT SCHOOLS FAST!

Have you ever wondered what some of the speakers that come to your school get paid? Have you ever sat there knowing you could do a much better job? In this session learn: Top 7 topics schools pay speakers to deliver, the #1 tool you need to get your first paid speech, and the #1 mistake most speakers make when starting.



SESSION 6

ERINN COTTMAN - BREAKING INTO CONSULTING: LEVERAGING YOUR EXPERTISE

There is a tendency when first breaking into consulting to try and do it all! However, doing it all will not yield top notch, high-quality results, that will keep your contracts renewed yearly. Learn to identify your area of expertise and how to maximize that expertise, to offer a variety of services within that niche.



SESSION 7

JACQUELINE HORBROOK - THE MISEDUCATION OF ENTREPRENEUR LIFE

As an educator, turned entrepreneur, I have the privilege of being able to teach what I have now learned about being an entrepreneur. Most individuals assume that the entrepreneur life has to be unpredictable and unstable but I've learned that with proper planning and structure, entrepreneur life can be very fulfilling and lucrative.



SESSION 8

NAOMI O'BRIEN - FROM EDUCATOR TO CONTENT/PRODUCT CREATOR

Naomi was in the classroom for 10 years. During that time she began creating resources for her students that she began sharing with others. She combined her primary education background and experience with her creative eye in order to begin creating and selling engaging, educational resources. Her first year selling she was able to make over \$20,000 dollars and realized she'd found a way to combine her passion for teaching with being an entrepreneur.

DAY 2

BUILD ON THE SIDE



SESSION 1

KRYSTAL HARDY ALLEN - I'VE LAUNCHED, NOW WHAT: HOW TO SECURE PAID CLIENTS

This session equips educators with the knowledge and resources necessary to secure contracts, clients, and/or sales as either an aspiring or new entrepreneur.



SESSION 2

JILLIAN STARR - HOW DO YOU SCALE YOUR CONTENT? A COURSE, OF COURSE!

Do you have ideas to share, but you're not sure about the best way to deliver that content? Have you considered creating a course? Don't let imposter syndrome talk you out of this one! Jillian is going to explain why a course is an amazing way to monetize your content, help you narrow down your topic, and then break down how to get started.



SESSION 3

LATRICE GALLOWAY CRAWFORD - HOW I TURNED MY SIDE HUSTLE INTO A SIX FIGURE BUSINESS

In this session I will be discussing how I one day decided to serve educators by making teacher tees that made them feel proud to be an educator while keeping up with trends. I will speak about how I started this business in my home garage nine years ago and have grew the brand to making six figures selling tees. Discussing how your side hustle can turn into your everyday business if you put in the work and trust the process.



SESSION 4

TODD NESLONEY - REACHING HEARTS AND CHANGING MINDS: BEING THE SPEAKER THEY WANT TO HEAR AGAIN

In this session Todd will share with you a few of the tips he has learned over the last decade over how to be a speaker that people can't wait to hear from again. One that can reach their hearts, challenge their thinking, and change their minds!



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SESSION 5

DAPHNE GOMEZ - USING PODCASTS TO PROMOTE YOUR BUSINESS

Podcasting is one of the best ways to advertise your business and continue to grow a passive income stream. Join this session to learn from industry expert Daphne Gomez, the host of the Teacher Career Coach Podcast, one of Apple's top #50 podcasts in Education. You'll learn a high-level overview of best practices about being a guest on other shows and how to create your own podcast.

SESSION 6

SHANE SAEED - WHERE TO START WITH RESOURCE CREATION

Have you ever wanted to create and sell educational resources but didn't know where to start? Here is your starter session discussing how to create an engaging theme and vision and tailor it to rigorous classroom content. Learn how think broadly and plan the steps to create a fun and rigorous resource. We will also cover copyright as well as my favorite creation programs to create.

HOST

DR. SHAUN WOODLY - CEO AND FOUNDER OF TEACH HUSTLE INSPIRE

I'd like to welcome you to this two-day business building experience designed specifically for educators like you! The speakers have been hand-selected for this event because we have been where you are and know exactly what you are going through. These are experts in their field with proven results and we are here to teach you!

*Learn the habits
& skills needed to build a
profitable business as an educator while
working full time.*

WHAT HAVE OTHERS SAID ABOUT BUILD ON THE SIDE?

Life-changing is an understatement. I've never felt so inspired to follow my dreams, find my niche, and serve others with my God-given gifts.

- J.E. JEANTY

This conference was great and it provided educators with some tools to help them build on the side. The speakers were amazing and they touched on things that like-minded educators need to hear to help them expand their minds to build on the side. This conference was also very organized. This investment was worth it.

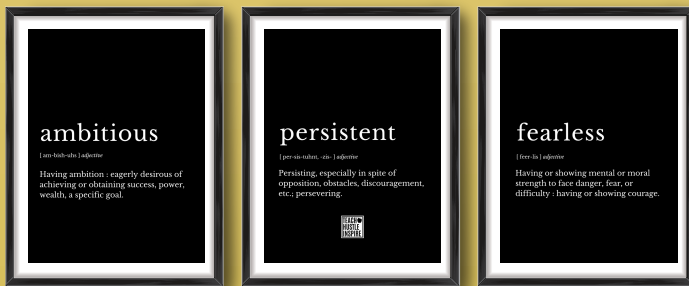
TEE STANTON, VA

This was (is), by far, a red carpet conference! I'm wildly impressed and eternally grateful for everything we received today. Well worth the money spent. Thank you!

IANHA USSIN, GA

- ✓ All-access conference admission Day 1 + Day 2
- ✓ 60-day event replay
- ✓ Conference workbook
- ✓ BONUS - Printable Wall Art Set (\$40 value)

EVENT BONUS!



Printable Wall Art Set

~~(\$40)~~

REGISTER NOW!

Click Here To Sign Up!